



**FOR IMMEDIATE RELEASE**

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**Seeing “More Kids Drug Free” in Eau Claire County**

Eau Claire, WI — October 20, 2015--October is a big month and it's all about More Kids Drug Free!

**October is National Substance Abuse Prevention Month.** It's an important observance for the **Alliance for Substance Abuse Prevention** because it highlights our role of bringing people together to work on reducing underage drinking and youth substance use, and promoting a safe and healthy community. Formed in 2002, the Alliance is a community coalition of people from all walks of life who work collaboratively on practical ways to have more kids be drug free.

The Alliance is kicking off the **More Kids Drug Free campaign** to share the many ways that youth are impacted by alcohol and drug use, and the importance of seeing **More Kids Drug Free** in Eau Claire County. Most alcohol and other drug problems start at an early age and negatively impact health and safety for a lifetime. In Eau Claire County, the average age of first use for both alcohol and tobacco products is 13. This campaign matters in the community because kids free of alcohol and drugs are less likely to get hurt today and have drug problems tomorrow. Getting involved in the **More Kids Drug Free** campaign is a way to invest in our youth and in our community's future.



School Board member, Alliance member, and Campaign Chair, Joe Luginbill, says “An investment in this campaign is a direct investment in our fantastic community and its continued health and safety. By stepping up and getting involved, you will be making a real difference in the lives of many.”

Over the past 10 years, the primary focus of the Alliance has been on reducing underage drinking with impressive results. Local data indicates that 1500 fewer youth report drinking alcohol than 10 years ago. Youth also report that alcohol isn't as easy to get. This success is the result of people in the community working collaboratively on local solutions. We are tackling the problems of underage drinking and drug use locally, and we are making a difference!

To get involved in the prevention effort and the **More Kids Drug Free** campaign, please visit [www.getinvolvedASAP.org](http://www.getinvolvedASAP.org) for more information.

